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Volume 24

DETROIT, MICHIGAN, APRIL 4, 1950

No. 14

How Can Architects Become More Active in City Planning?

By Donald A. Kimball, President, Saginaw Valley Chapter, A.I.A.

A talk before the Michigan Society of Architects 36th Annual Convention, March 10, 1950

What can Architects do to promote city planning and become more active in their own communities in that field?

First, let us briefly discuss the meaning of city planning to see where we may more easily fit into the overall picture.

City planning is an application of that sort of thinking that will produce sound and orderly overall community development. It has three principal aspects: social, economic and physical, and they are inseparable. Any well-conceived physical improvement is certain to affect the economy and the social well-being of the community.

The building, for example, of parks, streets and schools in proper places is of definite economic value. It will reduce the need of correctional institutions and expansion of law-enforcement agencies. There will be fewer accidents. Duplication of various services will be eliminated.

Well-administered land-use plans, segregating incompatible uses, will mean millions of dollars saved in property values over a period of years. The prevention of blight and squalor will mean the reduction of many of our social ills.

A well-planned street system that takes people safely and conveniently from home to work, to church, to school and to recreational places, and return, will eliminate congestion and loss of valuable time. Local streets that are arranged in a pattern that will discourage through traffic, will cut down accidents of both vehicles and pedestrians.

A proper land-use pattern will provide sewer and water extensions based on carefully calculated needs for future spreading out of the community.

So much for the problem in brief. Now, how can we as architects fit into this pattern to the best of our special abilities? On the physical side, we design and plan buildings such as resi-

dences, schools, commercial and business places. In our direct business efforts, we haven't so much to do with the parks and streets except in a general way. Our buildings, however, can be so designed as to provide proper access, circulation and use, as well as improved external appearance and design. We all try to follow these basic planning rules in all our work, so, as far as the physical appearance of buildings in the community is concerned, we do exert a great influence, and whenever we can improve a layout or design of a building, we are promoting community planning.

As architects, we also deal with zoning boards, planning commissions and other local enforcement agencies. In so doing we have the opportunity to see what is being planned and recognize trends, and to visualize the future development and proper use of land which other groups, not so favored, cannot realize.

We can set up groups for the purpose of studying different areas and recommending various solutions to local problems, as has been done here successfully in Detroit. The result of that work will take considerable time to be put in practice, but it will be of great value and use to the community. So,

first of all, we can use our best judgment to promote the ideals of city planning in the design and plans of our own buildings and in studies of local problems.

Secondly, as a member of the local city planning commission or zoning board, we can guide the working out of the principles of good planning. We can steer the application of the laws and codes in the proper direction to promote the welfare of the community. In our community, we have had architects on these boards for many years. This certainly is a direct way of helping get the right type of thinking in our city planning.

It was under such guidance that our community set up its building code, has administered the city plan and enforced the zoning ordinances. This is necessarily a slow process and is not a static but rather a living and growing development. The work of the planning commission has been used to help locate sites for new schools in order that they may be placed in locations to care for present population and also to take care of the spreading out of the community. We have been very successful in locating schools to accommodate this growth.

As a member of the zoning board, I have watched the development of new areas, the gradual encroachment of local business and commercial sections in our city. We have been successful in keeping the development in a grad-

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ual state of change in order not to have noncompatible uses scattered about. We have established principles for the enlargement of local business areas, for the grouping of several family dwellings, the areas for doctors, clinics, etc.

It has been possible to protect neighbors from front and side yard encroachments, to keep houses properly lined up with sufficient rear and front areas. An architect definitely helps with some of the problems that come up, such as approving layouts for conversion of property into other uses. Some of the wrapping-paper layouts that we are asked to approve are very poor, and in many cases we have advised the owners to have architects lay out the property, and when the layouts are again submitted, there is a great difference and improvement. By withholding approval, we have the opportunity of getting

proper plans and layout. So, as a member of local boards, the architect can be a great help to the community. It all adds up to city planning.

A third way in which we can be of assistance in city planning to the community, is to join local organizations. As an example, we have in Saginaw the First Ward Community Center. Our Board has directed the social, recreational and health development of young negroes in the First Ward. We have provided a large building, with lounges, play rooms, library, gymnasium and boxing facilities, clinic for babies and young children and a competent director and staff, together with large playground area equipped with a ball diamond, swings, slides, etc. I have taken a lot of satisfaction in watching and helping with this development.

The large number of children that are benefited, in turn, saves the community money in law-enforcement and damage to other people's property. These children are taught fair play, citizenship and good health rules. Certainly, this type of assistance to the community is help that an architect can readily give. There are many other agencies with similar problems and I know of architects on their boards.

When serving on such a board, your assistance will probably be used as a member of the building and grounds committee, which is compatible with our work.

In closing this brief discussion, we can conclude that in a physical way we help the community as practicing architects, and on city commissions, we are in a special position to see that proper planning is carried out, and lastly, as a member of social agencies, we can give the community architectural assistance that will be greatly appreciated. So, by helping out in these ways, the architect is making the community a better place to live in for himself and all others.

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BIRMINGHAM CENTRAL OFFICE of MICHIGAN BELL TELEPHONE CO.

The recently completed Birmingham Central Office of the Michigan Bell Telephone Company presented interesting problems to the design staff of Smith, Hinchman & Grylls, Inc.

The site, adjoining the Birmingham Civic Center, was acquired before the last World War. The enormous growth

of demand for telephone service and changes in equipment design necessitated a larger building than had been contemplated when the property was purchased, and, as a result, postwar planning dictated, for the first units of telephone equipment, a room approximately 110' long by 65' deep, an

area very nearly filling the depth of the property after allowing for stair hall, elevator and service rooms. Planning for future equipment required designing for a lateral extension of forty feet and vertical additions to an ultimate height of five stories.

Because of the central location of



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the proposed building the owner requested provision for a public office and related clerical space.

This resulted, after many preliminary plans, in a basic scheme in which the

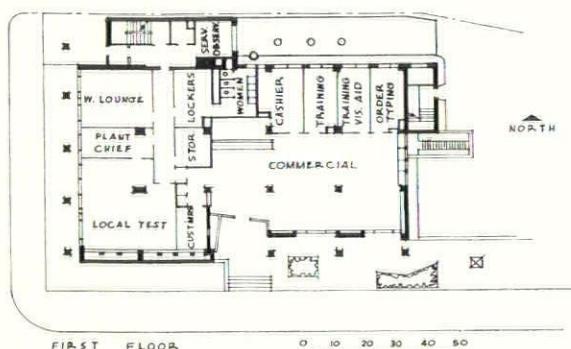
first floor was allocated for this use and the first of the equipment floors placed in the second story. Future stories will be used for similar equipment areas.

The exterior appearance of the building was a subject of much discussion with the owners. The adjacent buildings of the Civic Center had been treated in a more or less Old English style and the preliminary assumption was that the new Telephone Building would imitate them. These buildings however had the advantage of comparatively ample sites and were on a domestic scale. Studies were made to show that a telephone building, with the almost monumental scale resulting from the unusually large story height and bay sizes, would presently and ultimately

be entirely out of character with the City Hall and Library and would therefore, present serious difficulties in the addition of future stories.

It was therefore decided that the exterior treatment was not absolutely essential and that harmony with the surrounding buildings could be realized in the judicious use of materials.

The equipment floor actually determines the location of the building on the site, close to the street lines. However, as the square footage of the public office and its related spaces is somewhat less than the equipment floor area, the architect and engineer were able to avoid a crowded site, by partially recessing the building.



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alls of the first story, leaving the structural columns free standing. The true line of this screen wall on the front elevation is fixed by the mandatory location of the cable ducts leading between the cable vault in the basement and the main distributing frame on the second floor, and it was possible to group the required number of ducts as to leave fairly large glass areas between the wall areas.

This allowed carrying the slate flagging and the planting of the terrace side the building line, and at the

public office entrance the flagging extends to the payment counter at the rear wall of the room. The recessing of the side street floor wall was more or less arbitrarily located to increase the narrow planting strip between the building and property lines. This treatment successfully creates an illusion of larger site area and openness in the public spaces which would have been difficult to achieve in a stylized facade.

Now that the building is completed and in use, the public reaction to its appearance has been enthusiastic, and



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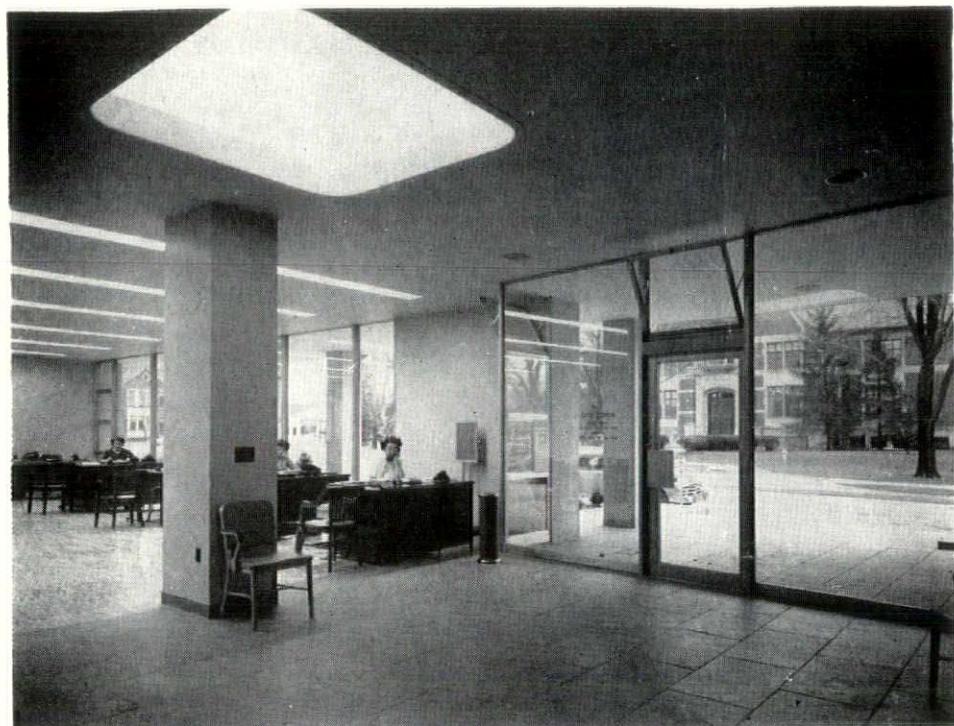
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the owners and architects both feel that the building is unusually successful from both functional and aesthetic standards.

The brick and limestone of the exterior are in harmony with the material of the Municipal Building across the street in color and texture. Norman brick, with unbroken vertical joints is used for the second story facing and achieves a successful reduction in the scale of the masonry.

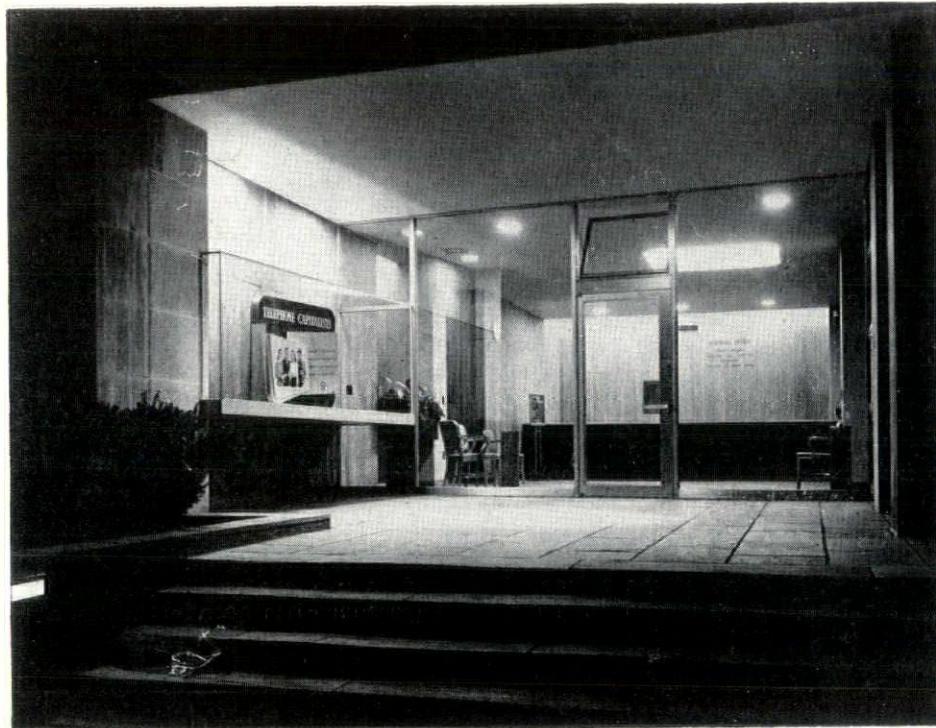
Large fixed glass areas in aluminum frames are used generously, as mechanical ventilation has been provided throughout the building by means of a high velocity air system. Ventilating sash are installed for warm weather use and for psychological reasons.

With the exception of the public areas, the interior treatment of the building is very simple and should require a minimum of maintenance. The public office has been divided logically, by use of materials, into the payment area immediately inside the entrance and the clerical space adjoining. The former contains the payment counter, waiting space and public telephones

and is floored with slate, as noted above, and panelled with vertical cypress boards which are carried outside the glass entrance screen over the west wall of the front terrace. The ceiling of this part of the room is slightly higher than that of the clerical space and is provided with indirect cove and direct down lighting. A low screen of planting is combined with a telephone directory cabinet to the west of the main entrance and separates the public phone facilities from the main area. The color scheme is determined by the slate blue of the floor and the warm tan of the cypress with accents of black and red orange in the Formica payment counter and telephone booth lining and leather upholstery of the furniture.

The clerical space has grey plaster walls and grey marbleized rubber flooring and is lighted by fluorescent fixtures which are flush with the perforated metal acoustical ceiling. A continuous strip of planting accents the large eastern window and relieves the monotone of this area of the public office.

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STARTING THE GRADUATE

Excerpts from the talk by George W. Sprau, Vice-President, Western Michigan Chapter, A.I.A., at the 36th Annual Convention of the Michigan Society of Architects, March 10, 1950.

"If Education does not stop with a diploma, what shall we do to start the Young Graduates in the Direction of being capable Practitioners?"

In many architectural offices, especially the larger ones, newly employed graduates of the Architectural Schools are trained in only one department because in this way they are more immediately productive, having only one phase of the work to learn. In other smaller offices the work may not be varied enough to provide experience in all types of architectural work.

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Supplementary experience for these graduates in the types of architectural work which they do not perform in the offices where they are employed should be a responsibility of the profession which could be discharged by the various chapters of The A.I.A.

Perhaps these young graduates (and other draftsmen who are unable to attend architectural schools but wish to broaden their training) should meet periodically with a "mentor" appointed by The A.I.A. chapter. These meetings could precede the regular monthly meetings of the Chapter. Discussions, field trips, demonstrations, etc. could be arranged to cover the various problems and aspects of conducting an architectural office. Members of the Chapter, technicians, manufacturers' representatives and others could be called in to provide additional information and background for discussion.

The mentor should be paid for the time he spends on this program so that it is not a financial burden. Funds for this payment could be raised through Associate membership dues from the men attending the meetings and supplemented by appropriations from the Chapter funds.

2ND CONCRETE CONFERENCE

The second annual concrete conference will be held at the University of Michigan, Ann Arbor, on April 26 and 27. The conference will be sponsored this year by the University of Michigan and the Portland Cement Association with the cooperation of various architectural, engineering and contractor groups.

The general theme of this conference, scheduled to be held in the auditorium of the College of Architecture, will be the proper use of the material "concrete", placing special emphasis on construction. The topics that will be discussed will cover forming, exposed concrete, prestressed concrete, and heavy duty floor construction. It is planned to actually construct a heavy duty floor, showing the various steps and methods involved in obtaining a satisfactory result.

The conference is offered for the benefit of the construction industry in general and all interested parties are invited. A detailed program will be announced in the near future.

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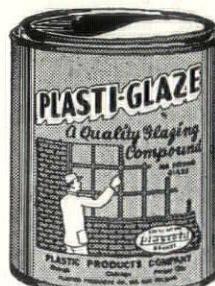
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WEEKLY BULLETIN



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Volume 24

DETROIT, MICHIGAN, APRIL 11, 1950

No. 15

LANDSCAPE ARCHITECT URGES BEAUTY IN PLANNING

Gilmore D. Clark speaks before Michigan Academy of Science, Arts and Letters

Cities planned with an eye to the promotion of beauty were urged by a noted educator and landscape architect at a recent meeting of the Michigan Academy of Science, Arts and Letters, in Ann Arbor.

The speaker was Gilmore D. Clark, dean of the Cornell University College of Architecture, president of the American Society of Landscape Architects, and chairman of the National Commission on Fine Arts. He came to Ann Arbor through the suggestion of the University's Department of Landscape Design, it being the turn of that department in the series of speakers for the Academy.

Dean Clark said that well-planned homes in well-planned cities are essential to America's survival as a great nation, for "at long last we have learned that the kernel of civilization is the home."

"And in our planning we must ever be concerned with the promotion of beauty as an essential element of wise living," he declared.

Dean Clark expressed the belief that "Main Streets" should serve as convenient shopping centers and places where friends and neighbors could meet, rather than as arteries for through traffic.

CITES ROAD PLANNING

"The planning of new expressways approaching and passing through or around our communities forms one of the most important steps . . . in the physical development of our communities to meet the requirements of this age," he said.

Everyone should be interested in introducing the element of beauty into the design of roads, Dean Clark said, pointing out that everything which makes a roadway more attractive helps at the same time to make it more efficient, more useful, and safer.

Solving the traffic problems in communities would put each town or city in a better position to tackle the more serious problems of housing, he said.

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DINNER MEETING, DETROIT CHAPTER, A.I.A.

E.S.D., 110 Farnsworth Ave., Detroit

WEDNESDAY, APRIL 19, 1950

Dinner 6:30 p.m., Program 8:00 p.m.

This will be a joint meeting with the Producers' Council, Michigan Chapter. A most interesting program on new developments in the building industry has been arranged.

Keep this date open and watch for further announcement in the Bulletin and on reservation cards.

There will also be opportunity to discuss matters to come up at The A.I.A. Convention in Washington, May 10-13, and delegates will be elected.

On the last cards 13 members signified their intentions of attending the Convention. The Detroit Chapter is entitled to 19 delegates, so the questionnaire will be repeated on the next cards.

SAYS ED EICHSTEDT

Landscape Architect of Detroit

Yesterday I heard it again, at the Michigan Academy of Science, Arts and Letters, no less. The speaker referred to a student problem on the replanning of what we shall call "Village X." His opening blast was a statement that Village X had no plan, that, "Like Topsy, it jes' growed."

It was once too often! During the remainder of his paper I turned this calumny over in my mind, and the more I thought about it the more I seethed. At the question period I was on my feet.

I conceded that the speaker knew a great deal of what was bad about Village X, but charged that he knew very little about Topsy. I suggested that together we explore Topsy for a few minutes. She was symmetrical, at least with respect to her north-south axis. She had good circulation, too. The little Hemo Goblins sped along her no-stop

arteries and they all passed through the tiniest capillaries without the slightest congestion, delivering groceries and collecting wastes all in one operation. In precisely 22 seconds they could make the entire circuit and arrive back at the starting point. As for parking, she had a lovely place for that; as she grew older it became an outstanding asset. Although her complexion was a trifle smoky, she breathed fresh air, a trick which cities have not yet learned.

There was no competition between the various uses, they were all meticulously classified and each use stayed in its own zone. On the floor below the administration offices was housed an amazing device called the pituitary. Automatically, mind you, it kept all the functions in balance; for instance her legs grew to the length optimum

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for pedestrian circulation and then they stopped growing—both of them. Control extended even to facilities for taking care of population increases.

Here was no random expansion of the city limits, with subsequent migration of the business district. Instead, there was an area especially designed for temporary expansion, until satellites could be formed. This area had its elastic limit, so there was little danger of overdoing it. Occasionally extreme pressure warranted the simultaneous formation of multiple units. In these cases the bulge is said to have been spectacular, but it invariably subsided later. Nor were these satellites the usual parasitic dormitory jobs. They were complete with all their own facilities, and in perfect balance, although sometimes a dozen years would elapse before their recreational areas were fully developed. In this connection I called the speakers' attention to the fact that Topsy's playgrounds were better distributed than his own, and their topography a sight more interesting.

On the whole, I said, she was almost a perfect job of planning and effectuation, and to state that she was anything like the Village of X was a dirty slander of her physique. In rebuttal the speaker allowed he had not explored Topsy to the extent that I apparently had, but in deference to my research on the subject he would thenceforth lay off using the cliché, "Like Topsy, it jes' growed." If other planners will follow his example, I will consider my effort well spent.

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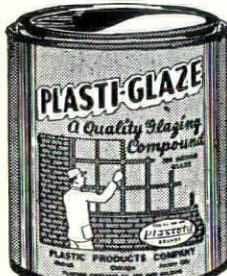
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RALPH L. BAUER

Traverse City Architect Passes

Ralph L. Bauer, A.I.A., prominent Michigan architect and member of the Western Michigan Chapter of The American Institute of Architects, died suddenly at his home in Traverse City March 31, at the age of 55.

Born in Monroe, Michigan on December 15, 1894, he was educated at the Traverse City High School and at the University of Michigan where he received his degree in Architectural Engineering and Naval Architecture in 1918. He was registered as an architect in Michigan, by examination, in 1920 and was engaged as a naval architect at Newport News, Va. until 1927. He then practiced in Detroit and Ann Arbor until 1933. He was co-developer and vice-president of the Tilt-A-Door Corporation, of Detroit, went to Traverse City and began practice there in 1937.

He had been active in his Chapter and last year he entertained its members at a meeting in his city. He was also a valued member of the Michigan Society of Architects, attended its mid-summer conferences at the Grand Hotel on Mackinac Island, and its annual conventions, including the most recent one in Detroit, March 9 and 10.

Over a period of many years he had built up confidence on the part of the public in his area and had reflected great credit to the profession. He was active as a member of the Traverse City Planning Commission and other civic projects.

Surviving are his wife, daughter Phyllis, and son-in-law, Orus Eash, A.I.A., who was in practice with him.

AMERICAN SOCIETY OF HEATING AND VENTILATING ENGINEERS, MICHIGAN CHAPTER, will hear John E. Haines, Vice-President of Minneapolis Honeywell Regulator Co., discuss "Solar Radiation" at its meeting in the Rackham Building, Detroit, at 8:00 P. M., Monday, April 17. The lecture will be preceded by a dinner at 6:30. Architects are invited to attend.

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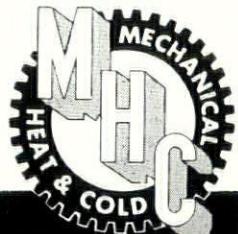
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ANN ARBOR CONFERENCE

April 14 and 15

The Eighth Ann Arbor Conference will be held at the Rackham Building in Ann Arbor, Friday and Saturday, April 14 and 15, 1950. Professor G. Holmes Perkins is Chairman. The topic this year is "The Theatre." The program includes morning and afternoon sessions both on Friday and Saturday. The topic of the Friday morning session is **The Director, the Designer, and the Technician**; that of the afternoon session is **Equipment of the Theatre**. The session Saturday morning is given to **Theatre Types**, while the Saturday afternoon topic is **The Architecture of the Theatre**.

The list of those on the program includes Edward C. Cole, Yale University; Theodore Fuchs, Northwestern University; Gerard L. Gentile, Cleveland Heights, Ohio; William P. Halstead, University of Michigan; Douglas Haskell, Architectural Editor, Architectural Forum; Edward Hearn, University of California; Dean Joseph Hudnut of Harvard University; George Izenour, Yale University; William E. Kapp, Detroit; Frederick J. Kiesler, New York; Kenneth Macgowan, University of California; Lee Mitchell, Northwestern University; Cecil H. Nickle, Michigan State College; Horace W. Robinson, University of Oregon; Jean Rosenthal, New York; Walter H. Stainton, Cornell University; and Malcolm E. Stirtton, Detroit.

Architects and others who are interested are cordially invited to attend. Those who plan to stay over night should apply immediately to the Michigan Union for room accommodations.

CONCRETE PAVING CONFERENCE

A one-day concrete paving conference, sponsored jointly by Michigan State College and the Portland Cement Association in cooperation with the State Highway Department, the Michigan Road Builders Association, and the Michigan Municipal League, is scheduled to be held on Tuesday, April 11, at Michigan State College.

The conference will deal primarily with concrete road and street paving methods. Main issues to be covered will be handled by recognized authorities in the field of concrete pavement construction.

EMIL LORCH, F.A.I.A., took part in a radio-TV program on Fort Wayne, presented by the Detroit Historical Society, over WXYZ, Monday evening, March 20. He expressed keen interest in the possibilities of this new medium for such events.

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OPEN LETTER TO JIM FOLLIN

Dear Jim:

It's strange what Washington will do to a nice fellow like you, Jim. You have been there too long. Your remarks at the Convention that we should spend our savings and who cares for the future rather shocked me until I remembered that you had been exposed to the present Washington philosophy which appears to be just that.

I like to think that the Society has a few thousand put away, money saved the hard way, a little at a time, bringing in interest each year which we can spend on the current budget. It is also something to carry us over an emergency. I remember when we had a couple of hundred dollars.

The idea that our capital is something to spend a few hundred each year and it would last twenty-five years, does not work, human nature being what it is. If the decision were made to spend our capital to make up overspending, the yearly deficit amounts would take the form of a parabolic curve which you remember Zippi used to talk about, and the nest egg would become **zewo** in about three years instead of twenty-five.

John Thornton

GET YOUR MONEY'S WORTH

An Editorial in the Bulletin of the Chicago Chapter, A.I.A., by Norman J. Schlossman, Chapter President

We may occasionally order a full-course meal and partake of only a part of it. We rarely purchase theater tickets and do not go. Few ever buy a suit and never wear it. Yet, how frequently we maintain memberships in our professional societies but entirely pass up the benefits they have to offer!

Of course, the prestige of such memberships is in itself of sufficient value to amply return to many men for the dues they pay. Hence, we find almost every professional man of any stature at all—lawyers, engineers, doctors, architects—proud and anxious to maintain good standing in the nationally recognized associations in his profession. But there is so much more than that such membership can bring.

In our own organization, for instance, our Chapter meetings, the work of Chapter committees, our inspection trips, clinic meetings, seminars, and refresher courses, all offer regular oppor-



ABOVE: A view of the English Room, Hotel Statler, Detroit, during the Thirty-Sixth Annual Convention of the Michigan Society of Architects. Alden B. Dow, Society President, is presiding.

tunities to all of us for enrichment of our professional lives.

Statewide meetings, regional conferences, and annual conventions are special opportunities that provide an even greater degree of fellowship, education and fun. Those who attended the recent Regional Conference at Minneapolis will testify thereto enthusiastically.

Our 1950 Annual Convention will be in Washington, May 10 to 13. A Convention in Washington in May, at the mid-point of our century, will attract all our Chapter members who have ever tasted a convention before. Those who haven't could find no better time to form the habit. Thirty-three of our members already signified their intention to go. How about you? Don't stay home and be sorry! (In case you didn't know it, your convention expenses are income-tax deductible.)

ROBERT B. FRANTZ, A.I.A., of Saginaw, will present certificates to newly registered architects and engineers, on behalf of the State Board of Registration for Architects, Professional Engineers and Land Surveyors, at The Engineering Society of Detroit, on April 14, 1950. Mr. Frantz is Chairman of the State Board. Ivan C. Crawford, Dean of Engineering at the University of Michigan, will be the principal speaker. His subject will be "The Professional Man in Public Service."

The meeting will be conducted by APELSCOR, under the chairmanship of Howard P. Seelye. This is the first time the Board has presented certificates at a special ceremony. Relatives and friends of recipients are invited to attend.

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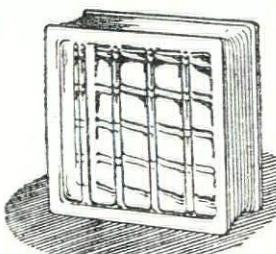
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Volume 24

DETROIT, MICHIGAN, APRIL 18, 1950

No. 16

Detroit Chapter Members To Meet Jointly With Producers

AT E.S.D., WEDNESDAY EVENING, APRIL 19, DINNER AT 6:30 P.M.—SUBJECT TO BE CLIMATE CONTROL

By Suren Pilafian, Chairman, Program Committee, Detroit Chapter, A.I.A.

Arrangements have been made with the Producers' Council for The American Institute of Architects, Detroit Chapter meeting to be held on Wednesday, April 19. The program will be devoted to an informational presentation and discussions of certain aspects of "Indoor Climate Control." The specific topics that will be covered are:

1. Fenestration
2. Insulation
3. Temperature controls

This program has been prepared by the Producers' Council and will be presented by the following members of the council:

1. Libbey-Owens-Ford Glass Company, represented by Mr. R. F. Snyder.
2. Owens-Corning Fiberglas Corporation, represented by Mr. George Hartnett.
3. Minneapolis-Honeywell Regulator Company, represented by Mr. John Haines.

All of these speakers will set forth the problems involved in the particular aspect of "Indoor Climate Control" that they will cover and then they will present solutions to these problems by complete and technical discussions of the proper use and integration of materials.

The program has been arranged by Mr. W. J. Portland of the Armstrong Cork Company, of Detroit, who is the chairman of the program committee. Members of the Producers' Council are welcome to attend the dinner and meeting at the regular price for the dinner. Accordingly, he is announcing to the members of the Producers' Council that this is a joint meeting between the Detroit Chapter of The American Institute of Architects and Producers' Council. One card for reservations will be sent each company in the Producers' Council. It is necessary to know how many from each company will attend.

Please return your card promptly.

YPSILANTI PROFILE

Gerganoff, Busy Architect, Finds Respite In His Garden, Movies

By Mrs. Mary V. Cummings
From the Ann Arbor News

"Hobbies?" queried this gentleman with the John L. eyebrows, "I have two hobbies, one dove-tailing into the other, and each gives me a great deal of pleasure."

And so Mr. Ralph S. Gerganoff launched into a rapid and enthusiastic account of his garden, hobby No. 1 and his colored movies, hobby No. 2. His home is the center of probably half of his pleasure. He's a self-styled "old bachelor," which is a shame when you consider what a dream of a home he has overlooking one of the prettiest

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Mr. Gerganoff

bends in the Huron River. We wouldn't say he's old, either. Of course everything is relative. But anyway, he takes pride in his acre and a half of flowers, vegetables, and fruit trees. Beginning with early spring and on through late fall, he arranges his gardening so that he always has masses of colors. This is a ruse, quite apparently. He loves to entertain (and who wouldn't, with a home like that!) and part of his fun is to take pictures of his guests against the concentrations of colorful beauty. He photographs them in twos or threes, singly or by

the dozens. Then the Santa Claus in him crops out. We can just see him when he finds that he has taken a particularly good picture of some friend, rubbing his hands together and chuckling. Now comes the most fun.

Novel Christmas Cards

At Christmas, when the floods of Christmas cards are weighing down our patient postmen, some of those Christmas cards are from Mr. Gerganoff. The recipient knows it will be something different, but he probably isn't expecting to open the envelope and find a flattering likeness of himself beaming up into his charmed eyes. What could be more wonderful than to gaze upon your best-loved countenance — your

very own? And not like a mere postage stamp either, but the size of a postcard.

Aside from this unselfish bit of glee, Mr. Gerganoff works hard at taking good colored movies of far away places. Thinking in terms of 100 feet as a lot of film to buy, we asked Mr. Gerganoff about how many feet of film he used at a time on his jaunts, and he tossed a 1500-2000 number at us without batting an eyelash. After taking the pictures, he selects their best parts and arranges them to be used in 15-minute, 30-minute, or 45-minute periods. He takes more actual pleasure in the finished product and what he can do with it than in the photography itself, for when he is in the process of taking the pictures, he must keep an eye on the camera, the film, various gadgets to be sure they are working smoothly.

Reaps Harvest of Pleasure

When he returns home—ah, then he reaps the harvest of pleasure for the hard work he has put in. We don't know whether church and school groups, PTAs, the Grange, the Farm Bureau, Clubs, realize what a goldmine they have in Mr. Gerganoff. He loves to show his pictures. He has his fun in seeing you enjoy the fruit of his labor. We wish we belonged to something so that we could invite Mr. G. to show us the movies he took in Arizona last spring of a rodeo, or the bull fights in Mexico. We wouldn't mind seeing the South American scene, either, for he has majored in native atmosphere. The show places in this country have not been neglected; he has films on the cherry blossoms of Washington, the cypress gardens at Charleston, S. C., the azalia gardens in Mobile, pictures of colorful New Orleans, of Natchez, Miss., where there are so many well-preserved old colonial homes with their lavish landscaping. Last Easter he flew to Miami Beach to shoot the winter resort atmosphere. Fourth of July he spent in the Canadian Rockies, returning with exquisite pictures of Banff, Lake Louise, Jasper, and that magnificent part of the Rockies.

Name Not New in County

Gerganoff is no new name to Washtenaw County people. The subject of our profile has been here almost long enough to be called a native son. He entered the University of Michigan in 1910 and left there with an Architect's degree, settling in Ypsilanti in 1921 during which year his first brain-children came into being in Ypsilanti and Ann Arbor. We're sure he looks at those buildings with an affectionate but critical eye, for no doubt his style has crystallized since then. At present he is in the middle of a sizeable school-building program. In Ypsilanti alone he has erected nine school buildings in the last two years. During the past 17 years, he has designed and built all the Michigan State Normal College buildings that have gone up, including the dormitories. There are stores and apartment buildings in Ann Arbor, including the Wolverine Building. We should say that Washtenaw County is pretty generously

sprinkled with Mr. Gerganoff's work. Haven't we just given him the new County Building to do? It's going to be a thing of beauty and a joy for at least a hundred years. If the County's business should increase to such an extent that the new building appears to burst at the seams, Mr. G. has taken care of that, for it will be a fairly simple matter to add to the new building the way he has things planned.

This is the profile; you can fill in the three-quarters and full-face view.



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Severud Lectures to Interested Audience, Detroit Chapter, A.I.A.

Fred N. Severud, consulting engineer of New York City, gave a most interesting and instructive lecture before the Detroit Chapter, A.I.A., at its dinner meeting in the Rackham Building in Detroit on the evening of March 15.

Before asking program chairman Suren Pilafian to introduce the speaker, President Morison reported briefly on the Board meeting which preceded the dinner meeting. He stated that two Chapter corporate members had been restored to membership, and one had transferred to California. Applications for two corporate memberships and two associates were approved, he said.

Regarding delegates to The A.I.A. Convention in Washington, the President announced the following acceptances: Wells Bennett, John Cross, George Diehl, F. A. Fairbrother, Lynn Fry, Neil Gabler, T. C. Hughes, Al Leone, Fred O'Dell, A. R. Morison, Leonard Rush, Mac Stirton and Howell Taylor. This number will just about fill Detroit's quota, but if any others are

willing to serve they should notify the Chapter as early as possible. In case there are more acceptances than there are delegates allowed, members will vote by secret ballot at the April 19th meeting. That meeting will be devoted to a discussion of matters to come up at the Convention.

President Morison also announced that Sir Patrick Abercrombie, F.R.I.B.A., noted architect and town planner of London, England, who is to receive this year's Institute Gold Medal, will be a visitor to Detroit on May 3. The small auditorium at E.S.D. has been engaged for an evening lecture by Sir Patrick. There will be no dinner meeting on that occasion. Another matter reported was a request from the New York Chapter's Committee on Visiting Architects for a list of buildings in our area which we consider worthy of attention by visitors from abroad or from other cities in America. It was decided to send out a post card questionnaire to Chapter members, to assist in preparing such a list. It is suggested that our suggestions be divided into two main groups—contemporary and historical. We understand contemporary to mean buildings built within recent years, whether of modern or traditional design. Historical, of course, means old buildings that have historical tradition and architectural merit. In this category would be some of the historic buildings on Mackinac Island, at Greenfield Village, etc. It is then suggested that the two main groups be further subdivided into domestic, religious, commercial, industrial, educational and miscellaneous. We give you this information so that you may be thinking it over before receiving the questionnaire.

Announcement was also made that certain Chapter members had signed petitions nominating Clair W. Ditchy as a candidate to succeed himself as Secretary of The A.I.A., also for John Richards, a member of the Toledo Chapter, for Regional Director of the Great

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Lakes District, to succeed Kenneth Black. This is not Chapter action or Board action, but simply by individual members.

In introducing the speaker, Suren Pilafian stated that when it was decided to make engineering the subject of this meeting it was not with the thought that architecture and engineering were two separate and distinct fields. On the contrary, he said, there should be close coordination between the two. He had found that Mr. Severud had the same feeling. Pilafian reviewed Mr. Severud's career both here and abroad and said that his special interest had been in the development of new methods and materials in building.

Mr. Severud began by saying that architects should not trust engineers and engineers should not trust architects. Instead each should strive to understand the other's problems. He emphasized the importance of architects knowing more engineeringwise.

Mr. Severud illustrated his lecture with blackboard sketches, beginning with the human body as a good example of a structural system. In it can be found examples of beams, columns, cantilevers, etc. He gave many examples of recent developments of structural systems. One of the most interesting was one in which steel columns for a two-story building were erected, then the concrete slabs for first floor, second floor and roof were poured on the ground, in layers, and, by an ingenious method, the roof slab and second-floor slab were hoisted into place. Even side-wall slabs can be hinged to the floor and roof slabs so that when the latter are hoisted the walls fold out into place.

One interesting illustration was the St. Louis Memorial Arch from the of-

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Of his warm friendships which spring from a sympathetic understanding of the problems of other men;

Of all his contributions—an immense total—to help his fellows achieve the good life the American way.

ANNUAL BANQUET OF THE MICHIGAN BUILDING INDUSTRY

Detroit, Michigan, March 10, 1950

Signed by

Alden B. Dow, President, Michigan Society of Architects

Wm. E. Ogden, Pres., Producers' Council, Michigan Chapter

W. Wilbur White, President, Builders' & Traders' Exchange

Burt B. Jackson, President, Associated General Contractors of America, Detroit Chapter, Inc.

Office of Saarinen, Saarinen and Associates, on which Mr. Severud's firm is consulting engineer. Mr. Eero Saarinen was present and between the two a very interesting question period developed for the members.

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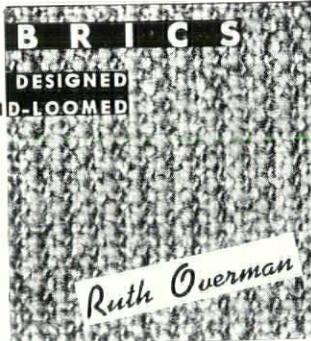
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Volume 24

DETROIT, MICHIGAN, APRIL 25, 1950

No. 17

An Invitation to Meet

SIR PATRICK ABERCROMBIE

England's Royal Gold Medallist and Nominee for
The American Institute of Architects Gold Medal
in 1950

Just before Britain's illustrious Architect and Town Planner, Sir Patrick Abercrombie, goes to Washington, D. C. to be crowned with The American Institute of Architects' highest honor, the Gold Medal in 1950, Detroit will be favored with his appearance in the Rackham Building on the evening of May 3.

The lecture, under the auspices of the Detroit Chapter, A.I.A., will be at 8:30 p.m. It will be free, and open to the public.

Sir Patrick arrived in New York on April 14. His itinerary began with Boston and then, in order, includes New Haven, New York, Pittsburgh, Cleveland, Detroit, Chicago, and Washington, D. C. His lectures here will be on the subject, "Plans for Large and Small Places, Blitzed and Unblitzed."

Sir Patrick will arrive in Detroit on Monday, May 1, and he will leave for Chicago on Thursday, May 4.

A press luncheon will be arranged for him at the Detroit Athletic Club on Monday, May 1.

A vigorous man, virile and hard-hitting as a speaker, Sir Patrick is no theorist in his long-haired specialty, the difficult art of town planning. Having developed brilliant schemes for the



Sir Patrick

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rebuilding of such English cities as Hull, Plymouth and Edinburgh, Abercrombie is said to have "redesigned almost half of England." His County of London Plan and Greater London Scheme are equally famous.

From London to Bagdad, Abercrombie designs—both for whole cities and groups of related buildings—are realities that grew out of his brilliant chain of writings for England's "Town Plan Review," of which he became an editor at the turn of the century. Any "Who's Who" paragraph on Abercrombie inevitably stretches out into pages—to include his plans for the capitals of Ireland and Scotland as well as England; his studies for Paris, Brussels, Vienna and Berlin which are all now standard reference works; and his designs for the capital of Ethiopia and the new campus at the University of

Arrangements for Sir Patrick's visit are being made by a Special Committee composed of President Andrew R. Morison, Suren Pilafian, Wells I. Bennett, Talmage Hughes, Emil Lorch, Charles B. McGrew, Edward G. Rosella, Jonathon Taylor, Alden B. Dow, Eliel Saarinen, L. Robert Blakeslee, John Lee, Clair W. Ditchy and George Emery.

Columbo. As far back as 1913, the International Competition for a new Dublin town plan found Sir Abercrombie and his colleagues top winners.

A disciple of Sociologist-Planner Patrick Geddes and brother of Poet Lescelles Abercrombie, Sir Patrick was already an established authority on planning when he accepted the Chair of Town Planning at the University of London in 1935.

But the distinguished architect wears his profound scholarship lightly, often speaking of planning simply as "team work—a co-operative venture—much more like a cricket match than the individual design of a Cathedral is."

Despite the countless citations, honors, medals and chairmanships that have come his way, Abercrombie is far less known than many of his less accomplished contemporaries. His colleagues and staff blame this situation on his extreme modesty and the blinkers he wears to avoid the limelight. While the blinkers are metaphoric, Sir Patrick's monocle is real, but not an affectation. He lost an eye some years ago.

The American Institute of Architects has shown rare judgment in singling out Sir Patrick for its signal honor. Not only architects, but government officials, planning authorities, builders and civic development topbrass are urged to hear one of the few lectures he will present in America.

ARCHITECTURAL LECTURES AT POINTE WAR MEMORIAL

WELLS I. BENNETT, F.A.I.A., Dean of the College of Architecture and Design at the University of Michigan, is giving a series of three lectures on "The Range of Current Architecture in the United States" at the Grosse Pointe War Memorial Center.

The first lecture on "The Work of Frank Lloyd Wright" was given on the evening of April 18. Second in the series will be on "The International Style," on April 25; the third and last, on "The Vernacular of 1950," on May 2.

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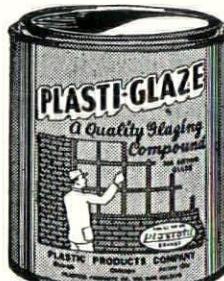
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Admission is 75c. Reservations may be made through the Grosse Pointe War Memorial Center, TU. 1-6030.

At the first lecture, April 18, Mr. E. E. McCrone, Chairman of the Program Committee for the Grosse Pointe War Memorial, introduced Dean Bennett, saying that the interest in architecture is increasing far beyond its own field, adding that there should be room for it in our thinking.

The Dean responded by saying that Mr. McCrone was a very stimulating and provocative person. He had asked what the objectives of modern architecture were, what its proponents are trying to do. This, the Dean said, was a poser.

Dean Bennett announced the title of his series of lectures as "The Range of Architecture in this Century in the United States." He added that he would probably not arrive at any definite conclusions but hoped to give his audience some insight into what is going on. He explained that there is a wide range of styles from Cape Cod through Ranch House to Buckminster Fuller, pointing out that environment has much to do with architecture. Most laymen, he said, can identify regional styles, such as Colonial, New England, etc. This was by way of leading up to what the indications of environment are today.

In considering the work of Frank Lloyd Wright, he referred to him as the "Eternal Pioneer," bringing out some of the forces that make him great. Chief among these, he said, were self-expression, the spirit of adventure, curiosity, and his revolt against tradition. He has such a magnetic force that it is difficult to separate the admiration for his work from that of the man.

Mr. Wright came into his own about the turn of the Century, and his environment was that of Chicago, a great booming city. We see how he responded as his work extended to foreign lands. His plans, nearly always symmetrical, show that he was not a scientist or realist, but a romanticist.

Contrary to the belief of many, Mr. Wright's early work was not so modern in its concept, as was illustrated by some slides showing English half-timbered effects. In his later work,

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such as the Larkin Building in Buffalo, he used large, unbroken masses for effect of strength. This, Dean Bennett said, was for monumental effect, just as much as if columns were used.

A question-and-answer period indicated a lively interest on the part of the audience.

The Executive Committee of the Grosse Pointe War Memorial is to be congratulated on the presentation of this series of lectures. Members are Mr. Alger Shelden, President; Mr. John L. Kenower, Vice-president; Mr. Paul R. Moreland, Treasurer; Mr. Richard F. Huegli, Assistant Treasurer, and Mrs. Hubert G. Goebel, Secretary.

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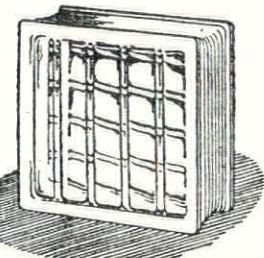
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BY ALBERT KAHN ASSOCIATED ARCHITECTS AND ENGINEERS, DETROIT

Outstanding among recently completed construction projects is the new plant erected for the Clark Equipment Company at Jackson, Michigan. The plant is located on a large tract of land southeast of the City along the Michigan Central Railroad and is expected eventually to provide employment for 1,000 workers. The project consists of (1) a one-story manufacturing building; (2) a two-story office building

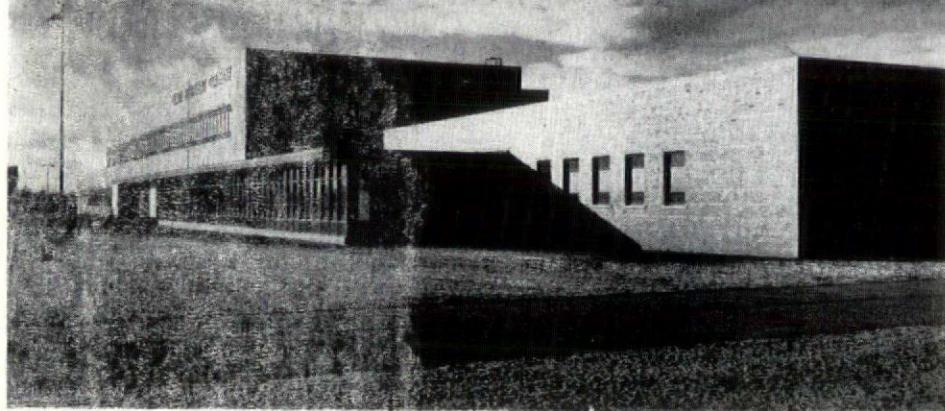
which is connected to the east end of the manufacturing building; (3) the boiler house which is located at the rear of the plant, and (4) plant service facilities including sub-station, water tower, pump house and tank farm. The employees' parking lot is located along the south side of the plant.

The manufacturing building is 815 feet long and 522 feet wide covering a floor area of 425,125 square feet. The

column spacing in this area is 40 feet by 60 feet, and the clear height under the bottom chord of the steel trusses is 16'-0". The frame is of steel; the enclosing walls are of brick and steel sash, and the roof is cement tile with 1½" of insulation and built-up roofing.

The office building has a floor area of 42,600 square feet including first and second floors, and is located 225'-0" back from the roadway, which allows



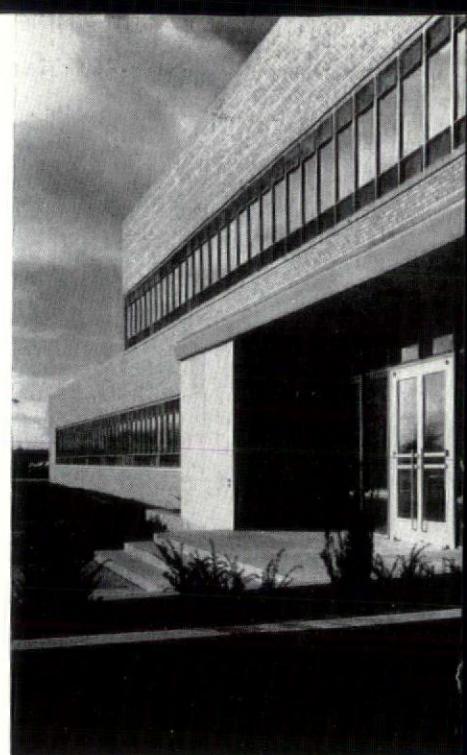


for a deep lawn and landscaping. The first floor of this building houses the general offices, process engineering and plant layout, accounting, the personnel office, hospital, cafeteria and kitchen. The second floor contains the executive offices, sales and general offices, product engineering, purchasing and production control, and conference rooms.

At present the 7000 sq. ft. dining area of the cafeteria provides seating capacity for approximately 600 persons at one time and is equipped with two counters, both used for serving. Provision is made for the installation of an

pital, toilets and locker rooms the walls are of glazed hollow tile. The floor of the building is of cement, monolithically finished. The finish floor generally is asphalt tile; in the hospital area, cafeteria and toilet rooms the floor is terrazzo, and in the kitchen quarry tile. The ceiling throughout is acoustic tile suspended from the concrete floor slab. The interior partitions are of metal and glass.

The entrance lobby of the office building has glazed tile wainscoting with photo murals above extending to the ceiling line on two sides. The ex-



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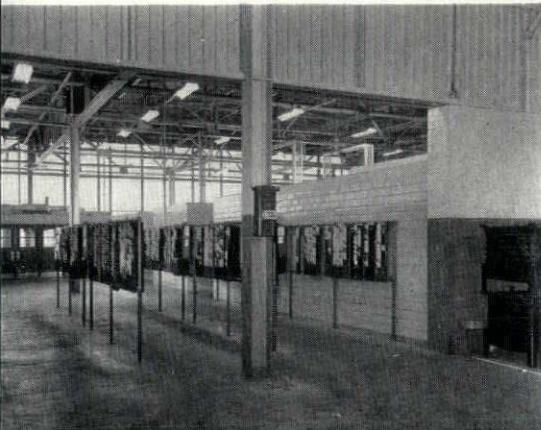
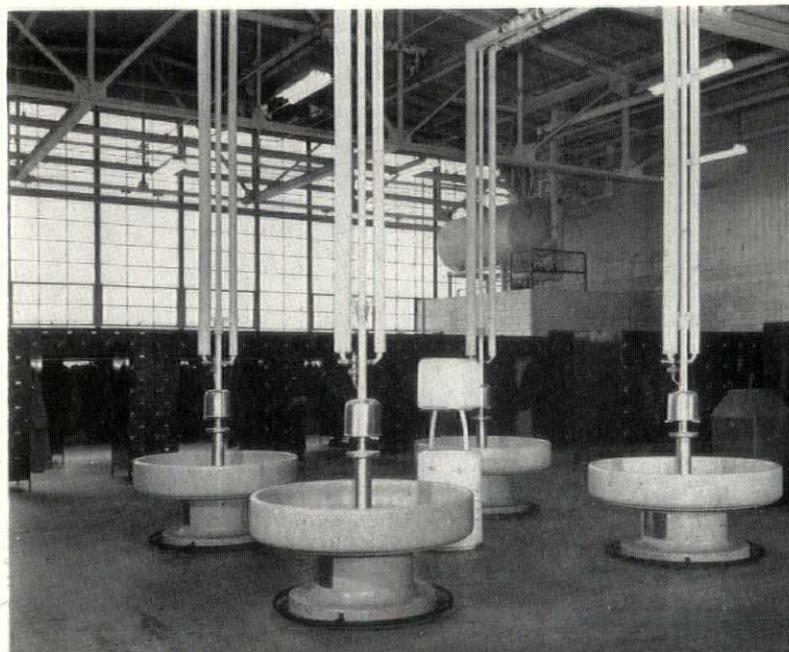
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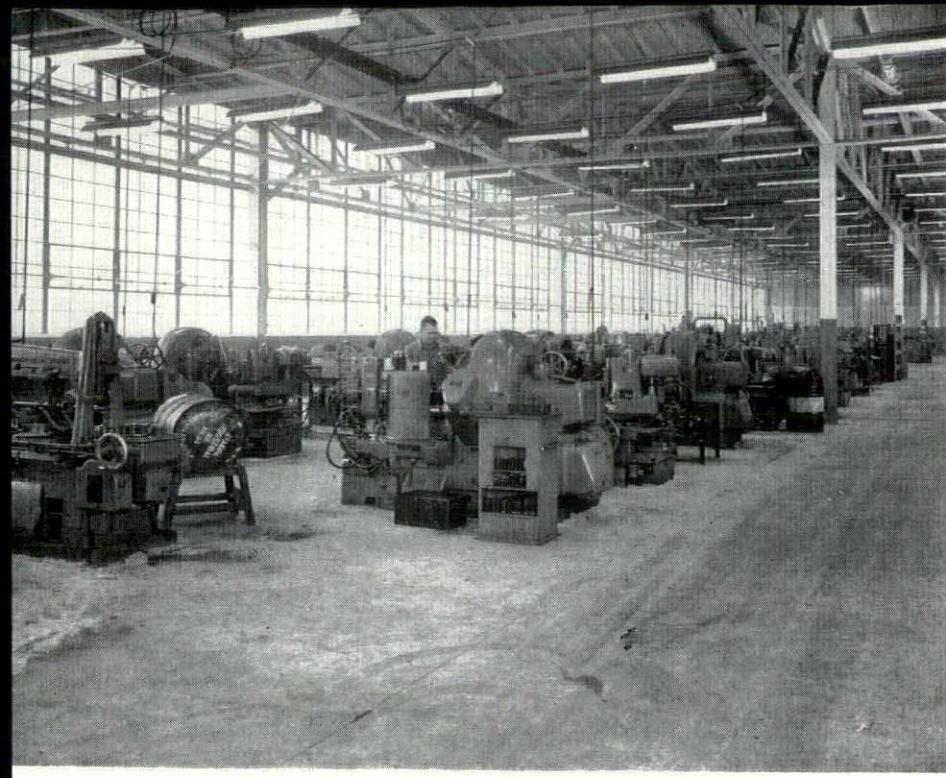
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equipment were incorporated in the design of this plant to provide for efficient operation, adequate wiring and service, ease of maintenance and possible future expansion. By close co-operation with the owner's representatives it was possible to design a system combining economical operation with maximum comfort and convenience to the employees.

Power wiring for production machinery and also for building utilities such as pumps, fans, unit heaters, etc. are taken from the same source of supply by means of a bus-way grid system covering the entire factory area. Spacing between bus rows is 40 feet. The system is divided into 4 sections each section served from its own transformer bank, but so arranged that the loads can be approximately balanced thus allowing transformers to be equally loaded.

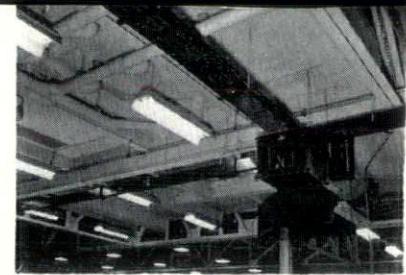
An underfloor duct system is installed in the office building for telephone outlets and 110 volt service requirements for IBM machines, typewriters or other equipment, thus making outlets avail-

able in any location in the floors.

An important feature of the overall planning of this plant is the inclusion of a complete waste oil disposal system which will positively prevent any contamination of Grand River by industrial wastes discharged from the plant.

The system is enclosed in a cribbed area on the West side of the main factory building and includes facilities for primary treatment of oil bearing wastes, secondary treatment for the further removal of insoluble oils and the discharge of the clarifier effluent into the sanitary sewer system.

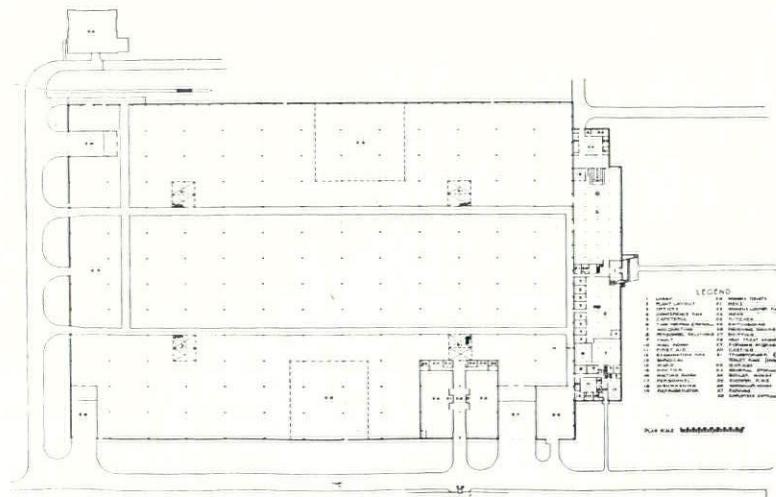
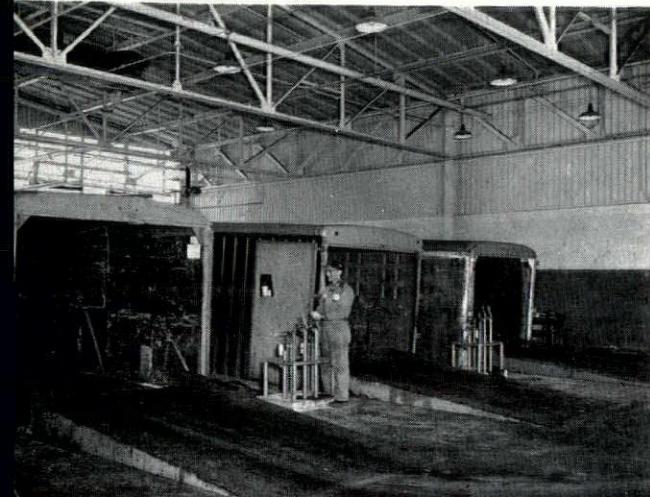
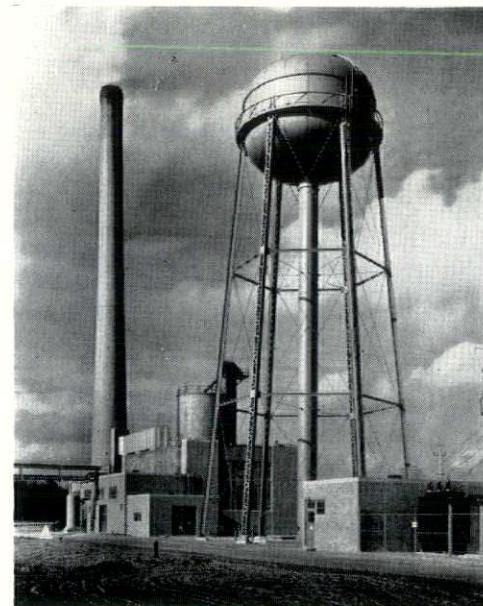
Adequate fire protection has been provided throughout the interior and exterior of the plant. Automatic sprinkler systems are located in all hazardous areas and areas housing combustible materials and flammable liquids. Small hand hose assemblies are located throughout the building for first aid in fighting fires. A 6-inch overhead loop main with a cross grid pipe down the center of the building was installed to supply water to the interior sprinkler systems and hose assemblies. Standard



fire hydrants were installed outside the building for exterior protection, also to provide for large hose streams to supplement the inside protection.

The Boiler House, which is approximately 100 feet by 65 feet, is a steel frame structure covered with brick, steel sash and metal siding. The roof is of cement tile, covered tar and gravel. The inside walls are of glazed tile 8'-8" high with painted brick above. The floor is of quarry tile.

This structure is designed to house two 30,000 lbs. per hour boilers and auxiliaries, water softening equipment, three motor driven air compressors, a deep well pump, drainage control pumps, and electrical switchgear. Space is available inside the building for one additional boiler and one air compressor, as well as space on the property for future expansion of the building.



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VE. 9-3900 UN. 1-5512**C.H.P.C. ELECTION**

Citizens' Housing and Planning Council Board of Directors, at its March 9 meeting, elected the following officers:

Dr. Alfred H. Whittaker, President; Victor G. Reuther, George Romney and the Rev. Raymond S. Clancy, Vice-Presidents; W. R. Bryant, Secretary; Walter J. Gessell, Treasurer.

The Board also voted to set up seven new committees, for which chairmen have been appointed as follows:

Civic Center—Clair W. Ditchy; Clean City—Thomas O. Quinlan; Housing—Miss Helen Fassett; Parking—Donald Slutz; Recreation—Edward Eichstedt; Sewers and Sanitation Facilities—Charles Lumley; Transportation—Foster Winter.

NEW ARCHITECTS' OFFICE

PALMQUIST & WRIGHT, Architects is the new firm formed by Irving E. Palmquist and Clifford N. Wright, both members of The American Institute of Architects and its Detroit Chapter. Offices are at 18600 Schoolcraft, Detroit. The telephone number is VErmont 8-9870.

Mr. Palmquist was born in Ironwood, Michigan where he attended high school. He continued his education at the University of Michigan, worked for Fry & Kasurin, Saarinen & Saarinen, and Erroll R. Clark. He was registered in Michigan, by examination, was formerly a member of the firm of Petersen-Pollman-Palmquist.

Clifford Wright was born in Highland Park, Michigan, where he attended high school, graduated from Lawrence Institute of Technology. He worked for Earl Pellerin, Herman & Simons, Erroll Clark, Palmquist, entered his own practice in 1948.

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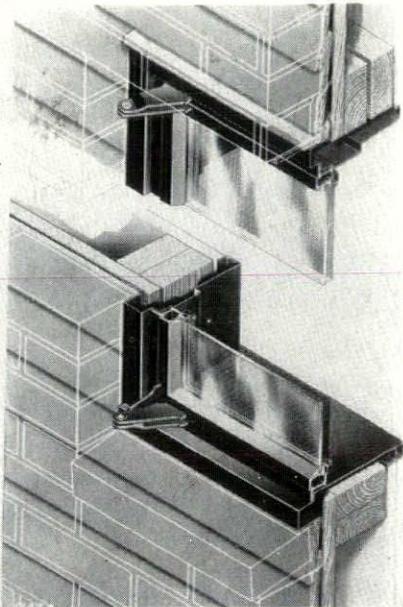
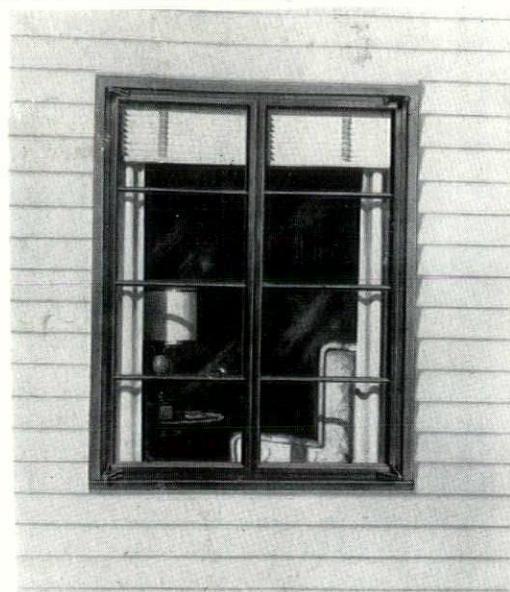
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STEEL-TRIMMED FENESTRA

Combining complete outside and inside metal trim with the Fenestra residence steel casement and hardware, Detroit Steel Products Co. claims new features of advanced design, easier installation and foolproof construction of major importance to house builders. The new window unit provides simplified low cost installation of one complete assembly.

Casement window, screen and storm sash have Bonderized, prime painted frames and bronze-lacquered hardware and screen cloth. Trim is galvanized and Bonderized and consists of one-piece sections coped and fitted for secure attachment. Head members lap over jamb members making rigid and weather-tight connections. Head and jamb sections are 18-gauge, sill 16-gauge, galvanized steel. Outside sill and inside stool project 3/8" beyond jamb members for better appearance and weathering.

The new window unit, available in all Fenestra residence casement window types and sizes, provides simplified, low cost installation of one complete assembly, with only the simplest rough opening preparation needed. The same rough opening preparation is satisfactory for frame, brick veneer or stucco. Rough carpenters can make perfect installations and no finish carpenters are required since the window is completely trimmed, both inside and out. The trim makes an ideal stop for butting frame, brick and stucco on the outside and plaster or dry wall on the



inside. The inside is recessed to provide a pocket for blinds or roller shades.

Full information on the new Fenestra steel outside-inside-trimmed residence casement window unit is available by writing Detroit Steel Products Co., 3235 Griffin St., Detroit 11, Mich.

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